



30 January 2020

Commissioner Robert Taub, Chairman
Commissioner Michael Kubayanda, Vice Chairman
Commissioner Mark Acton
Commissioner Ann Fisher
Commissioner Ashley Poling
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268

RE: Docket RM2017-3

Dear Commissioners:

On behalf of InnerWorkings, our clients and the non-profit mailing community, I am writing to urge you to reconsider your proposal to increase postage rates several times the rate of inflation. Increases that are estimated to reach 7 percent a year, or 40 percent compounded for five years, will not reform the United States Postal Service and will have a major negative impact on our clients' ability to carry out their mission.

InnerWorkings is a marketing execution organization that identifies, innovates and delivers measurable results for our clients including many of the marquis non-profit organizations in the US and abroad. Direct mail has been a crucial component of our clients' work and our clients rely on mail for the majority of their fundraising. Fulfilling our clients' mission is critically dependent on our ability to operate and develop resources efficiently and in a cost-effective way.

In today's omnichannel marketing environment there are cost efficiencies related to each channel and mail has been shown to be cost effective. However, when clients see postage increases of the



magnitude proposed by the PRC, they are now seeking alternatives. Clients do not want to do this given the positive impact of print, but they also need to be responsive to their bottom line.

InnerWorkings, on the behalf of our clients, urges the Postal Regulatory Commission to reconsider its proposal.

Brian Gillespie

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